

MEDIA ADVISORY

A media advisory is a one-page notice on your organization's letterhead to alert print and broadcast reporters about an upcoming press conference or briefing and provide them with the information they need to cover your activity. Below are some suggestions for successfully distributing your advisory.

- ***Send it to local media outlets to place on their “daybooks” and “week-ahead” columns.*** One week in advance of your event, call news wire services in your city or state (e.g., Associated Press, United Press International, and Reuters) and ask for the name and fax number of the “daybook” editor. Then, fax them the advisory and ask them to place the information in their “daybooks” (a daily listing of activities to which the media are invited) the day before and the day of the event. Also, transmit the advisory to your local newspapers for their “week-ahead” columns, which list upcoming activities in the community.
- ***Create a media list.*** An accurate and up-to-date media list is a fundamental tool to effectively reach reporters with your story. Here are some tips to get you started:
 - Check your local library or bookstores for directories of daily and weekly newspapers, television stations, radio stations, news wire services, magazines, and newsletters in our community. Some examples of such media directories include *Bacon's*, *Burrelle's*, and *Gebbie's All-In-One Directory*. Use the phone book or the Internet to supplement your list.
 - Once you have developed a list of your media outlets' phone/fax numbers and addresses, call to verify the information and to determine which editors and reporters would be interested in your news.
 - Create a list with the following information: name of media outlet, address, telephone number, fax number, and names and titles of reporters or editors who cover transportation, air quality, the environment, or related issues and their e-mail addresses. Also, determine the best time and way to contact each reporter about your event (i.e., how far in advance, what time of day, by fax or e-mail). If possible, use a database program capable of creating mailing lists. Update your media list frequently, because changes in personnel and even outlets occur frequently.
 - Include specialized media on your list, such as minority newspapers or radio stations, university/college newspapers, community papers and newsletters, and publications produced by local organizations, such as transportation and environmental groups, Chambers of Commerce, businesses, professional associations, religious institutions, and local clubs.

Sample Media Advisory

(Name of Organization) to launch *It All Adds Up to Cleaner Air* Public Education and Partnership-Building Program

The *(name of organization)* will take a major step towards reducing air pollution and traffic congestion in *(name of city/area)* by launching *It All Adds Up to Cleaner Air*, a public education and partnership-building program designed to increase awareness of travel choices that can make a difference. The program will promote simple actions each of us can take to improve both quality of life and air quality in *(community)*. The need to take such actions is underscored by the fact that...*(insert sentence supporting the need for a clean air initiative, such as non-attainment for ozone or similar factual evidence)*.

It All Adds Up to Cleaner Air is being supported by the *(name of organization)* which is made up of *(indicate all organizations involved)*. *(Name of community)* has joined *It All Adds Up*, a national transportation and air quality initiative sponsored by the U.S. Department of Transportation and the U.S. Environmental Protection Agency, by committing to inform the public about transportation and air quality issues with the goal of reducing traffic congestion and air pollution.

Participants: *List names and titles of VIPs, featured speakers*

Date: *Day of week, date*

Time: *Time event begins/ends, e.g., 10:00 a.m. —11:00 a.m.*

Place: *Name and address of facility, including room name or number, if appropriate*

Contact: *Name*
Phone Number
E-mail Address